

## AMENDMENTS TO THE CLAIMS

**Claim 1. (Currently Amended)** A coloured, transparent polymeric label which is capable of being fixed to a pre-selected coloured transparent region of an article (optionally by a wet glue process) to achieve a non-label look on the article, ~~characterised in that wherein:~~ the colour parameters measured in CIE colour space of each of the label, labelled article and un-labelled article together satisfy conditions (a) and/or (b):

(a) (i) the modulus of  $\Delta C$  is less than about 5, ~~more preferably less than about 4, most preferably about 3.5, for example about zero,~~ where:

$$\Delta C = C_{L+A} - C_A \quad \text{Equation 1}$$

where  $C_{L+A} = (a_{L+A}^2 + b_{L+A}^2)^{1/2}$  and  $C_A = (a_A^2 + b_A^2)^{1/2}$ ; and

(ii) the modulus of  $\Delta L$  is less than about 7, ~~preferably less than about 4, most preferably about 3, for example about zero,~~ where:

$$\Delta L = L_{L+A} - L_A \quad \text{Equation 2; and}$$

(iii) the modulus of  $\Delta E$  is less than about 10, ~~more preferably less than about 6, most preferably about 4, for example about zero,~~ where:

$$\Delta E = (\Delta a^2 + \Delta b^2 + \Delta L^2)^{1/2} \quad \text{Equation 3;}$$

where  $\Delta a = a_{L+A} - a_L$  and  $\Delta b = b_{L+A} - b_L$ ; and

(iv) the modulus of  $\Delta H$  is less than about 7, ~~more preferably less than about 5.5, most preferably less than about 2.5, for example about zero,~~ where:

$$\Delta H = (\Delta E^2 + \Delta L^2 + \Delta C^2)^{1/2} \quad \text{Equation 4}$$

and/or

(b) the modulus of transmitted colour ratio ( $R_{trans}$ ) is greater than 0.9 preferably is substantially about 1.0, where

$$R_{trans} = \frac{2(E_{L+A})}{(E_L + E_A)} \quad \text{Equation 5}$$

**Claim 2. (Currently Amended)** A label as claimed in claim 1 ~~any preceding claim,~~ in which the label comprises a polymer film made from cellulose, a cellulose derivative, a polyolefin and/or polylactic acid.

**Claim 3. (Currently Amended)** A label as claimed in claim 1 ~~the preceding claim~~, in which the label comprises cellulose film or BOPP film.

**Claim 4. (Currently Amended)** A method of preparing a coloured, transparent label that can be fixed by a wet glue on to a coloured transparent article and/or region thereof to achieve a no-label appearance thereon the method comprising the steps of

- (a) measuring the L a b values of the article or region thereof
- (b) using Equations 1 to 5 of claim 1 and the parameter limits given herein to calculating corresponding L a b values required of a label.
- (c) colouring a polymeric transparent label to have the L a b values calculated from step (b) where optionally the colouring method is selected from at least one of:
  - (i) colouring the label directly by incorporating dyes or pigments therein;
  - (ii) applying transparent coloured compositions to either or both label surfaces;
  - (iii) printing the surface of the label with pigmented or transparent inks; and/or
  - (iv) colouring a clear wet glue formulation to produce coloured transparent adhesive layer when the glue is applied to the label: and/or
  - (v) any combinations thereof which achieve the desired total colour space values

**Claim 5. (Currently Amended)** A method for preparing and/or applying a label to a coloured, transparent article and/or region thereof, the method comprising the steps of:

- (a) coating a label as claimed in ~~any preceding claim~~ claim 1 on at least one surface thereof with an aqueous composition with an adhesive dispersed therein;
- (b) treating at least the opposite surface of the sheet, optionally both surfaces, to improve its printability,
- (c) drying the film to remove excess water;
- (d) applying the label to an article; and
- (e) optionally drying the article to affix the label thereon.

**Claim 6. (Currently Amended)** A method of labelling a coloured, transparent article and/or region thereof, thereof with a wet glue label to achieve a no-label appearance thereon, the method comprising the steps of

- (a) measuring the L a b of the article or region thereof
- (b) using Equations 1 to 5 of claim 1 and the parameter limits given herein to calculating corresponding L a b values required of a label.
- (c) colouring a polymeric transparent label to have the L\*a\*b values calculated from step (b), where optionally the colouring method is selected from at least one of:
  - (i) colouring the label directly by incorporating dyes or pigments therein;
  - (ii) applying transparent coloured compositions to either or both label surfaces;
  - (iii) printing the surface of the label with pigmented inks; and/or
  - (iv) colouring a clear wet glue formulation to produce coloured, transparent adhesive layer when the glue is applied to the label: and/or
  - (v) any combinations thereof which achieve the desired total colour space values
- (d) applying the coloured label prepared in step (c) to the measured region of the article using a wet glue to achieve thereon a labelled article having a no-label appearance.

**Claim 7. (Original)** A label obtained or obtainable by a method as described in claim 4.

**Claim 8. (Currently Amended)** A label facestock comprising a label as claimed in ~~any of claims 1 to 3 or 7~~ claim 1 or claim 7 adjacent a release liner.

**Claim 9. (Currently Amended)** A labelled article where label has a no-label appearance thereon and where the article~~[[:]]~~ is obtained or obtainable by a method as described in claim 5 or 6, fixed thereto with an aqueous adhesive composition.

- ~~(i) — is obtained or obtainable by a method as described in claim 5 and/or 6, and/or~~
- ~~(ii) — comprises a label as claimed in any of claims 1 to 3 and/or 7 fixed thereto with an aqueous adhesive composition.~~

**Claim 10. (Original)** An article as claimed in claim 9, which comprises a coloured, transparent glass or PET container.

**Claim 11. (New)** A labelled article where label has a no-label appearance thereon and where the article comprises a label as claimed in claim 1 or 7 fixed thereto with an aqueous adhesive composition.

**Claim 12. (New)** An article as claimed in claim 11 which comprises a coloured, transparent glass or PET container.